FSC-69-A	4/4/96	TO: ROM / RBM / PRC
SUBJECT:	Third Quarter 1996 Workplan	

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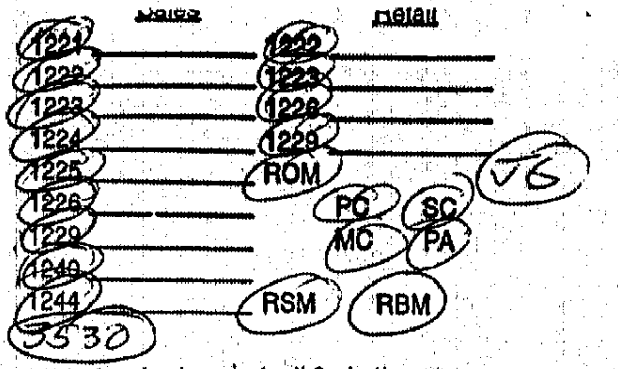

Attached is the third quarter 1996 workplan. Allocations will be available for viewing on April 9 via the BPE System. Exceptions are September Partners program allocations and templates which will be available for viewing 8 weeks prior to DTS.

Third quarter workplan priorities continue to be:

- Partners/National Monthly Pack/Carton Promotions
- Wholesale and Retail Partners Programs
- Pricing Programs
  - Full-Price - Price Gap Management
  - Savings Ceiling Strategy
  - SALEM Matching Strategy
  - Forsyth Accrual Program

IMPORTANT: To ensure we meet our quarterly volume objectives for 1996, it is critical we effectively execute our monthly promotions within the designated drive periods. All promotions (premium and BSGSF) will be made available for arrival at direct accounts four weeks prior to DTS. Where a four week lead time is necessary to ensure timely execution, it is the responsibility of those calling on the direct account to ensure our promotions are ordered and received on a timely basis.

Recommendations have been made on improving workplan communications. Input has come from a VAP Task Force, group dinners during Sales Force Automation training, and discussions with Field Managers. Based upon your suggestions, the third quarter workplan details have been streamlined and reformatted as follows:

- Timing has been moved up several weeks to allow more time for workplan planning and implementation.
- The Retail and Sales Representative Section has been consolidated and reformatted into a "Selling/ Execution Detail" section. ROU Logistics Details have been combined with Selling/Execution Details to place all information together on a month-by-month basis.
- A brand-by-brand Objectives and Strategies Section has been added to ensure that our Representatives know the rationale behind our promotions. **All Retail and Sales Representatives must receive and totally understand our marketing strategies and objectives.** Managers should take the time to review and discuss our strategies and objectives at division meetings, work-withs, etc.

Recommendations are designed to streamline and minimize reformatting at the ROU level. It is strongly recommended that the Selling/Execution Section be sent to Sales and Retail Reps in its entirety.

A third quarter brochure illustrating promotion packing instructions for our Wholesale Partners will be mailed to each ROU the week of April 29 based upon your requested allocations.

All workplan materials should be treated as confidential.

Program Contacts: Full-Price - Dick Luongo, extension #6110
Steven O'Leary, extension #3466
Savings - Sharon Reid, extension #2584

R. J. REYNOLDS TOBACCO COMPANY

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